

Parliament Expansion Project Status Report: 1/23/97

PROJECT	CURRENT STATUS	NEXT STEPS	KEY DUE DATES
ADVERTISING: Print and OOH Creative			
<i>Key Contacts:</i> Shelby Rafferty, Brand Chris Wilson, Y&R	<ul style="list-style-type: none">• Print breaks March weeklies and April monthlies• OOH breaks April 1• Executions to come from existing Blue pool	<ul style="list-style-type: none">• Determine creative rotation• Develop and prepare production estimates• Work with Media to manage insertion and closing date schedules	
MEDIA PLAN: Print and OOH			
<i>Key Contacts:</i> Lauren Steen, Brand Jim Maggio, OOH Media Rita Schneider, Print Media	<ul style="list-style-type: none">• Print breaks March weeklies and April monthlies• OOH breaks April 1	<ul style="list-style-type: none">• Review and finalize book list• Prepare insertion schedule• Develop closing date schedule• Ride boards and determine OOH locations• Develop preliminary media budget	
RETAIL PROMOTIONS: May BIG1F with Hologram Pack			
<i>Key Contacts:</i> Michelle Anton, Brand David Griffin, Y&R	<ul style="list-style-type: none">• 20-deal display unit with 100% backup: -- 280,000 total deal quantity; 140,000 Revenue; 140,000 comp Hologram Product• Approval on Display blank needed ASAP• Agency and Brand to review creative recommendations 1/24	<ul style="list-style-type: none">• Confirm production key dates: Madden POS A&K due: Sleeve Art to NY Packaging: Pack Art to Richmond: PreCon Assembly:• Develop production estimates	Feb 3 Feb 3 March 14 March 24
MERCHANDISING MATERIALS/POS			
<i>Key Contacts:</i> Michelle Anton, Brand Sales TBD	<ul style="list-style-type: none">• Review PML Intro POS Elements	<ul style="list-style-type: none">• Review local trade class mix to determine most appropriate POS elements• Determine POS requirements• Confirm cross-functional production key dates• Develop POS kits/quantities	

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FSF and RETAIL SELL-IN			
<i>Key Contacts:</i> Lauren Steen, Brand Sales TBD		<ul style="list-style-type: none">• Evaluate options for FSF sell-in:<ul style="list-style-type: none">-- Local market presentations?-- Meeting in a box?• Evaluate and determine Retail Sell-in tools• Determine Trade communications and/or Trade Gift<ul style="list-style-type: none">-- Wholesale Fact sheet, Reminder Sheet, etc• Work with TM, FSF to develop sales meeting package• Develop initial allocation and pipeline production quantities	Mar 17
EVENTS			
<i>Key Contacts:</i> Lauren Steen, Brand Christine Conway, Events		<ul style="list-style-type: none">• Meet to discuss program elements and timing.	
FORECASTS			
<i>Key Contacts:</i> Shelby Rafferty, Brand Tom Saloun, Research		<ul style="list-style-type: none">• Quantify share and distribution goals• Develop incremental April-December volume forecasts• Develop annualized incremental volume forecasts.	
DISTRIBUTION DRIVE/GRATIS PROGRAM			
<i>Key Contacts:</i> Lauren Steen, Brand Dee Smith, CS&D Sales TBD		<ul style="list-style-type: none">• Review PML Intro Allowance and RDA programs• Review Basic distribution drive gratis program• Develop expansion distribution drive program• Develop wholesale circulars	

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BUDGET			
<i>Key Contacts:</i> Shelby Rafferty, Brand Ron Fernandez, Finance	<ul style="list-style-type: none">• Budget estimates received for retail program	<ul style="list-style-type: none">• Confirm allocation of incremental dollars across projects• Secure production estimates from key contacts for each project• Develop complete budgets for each project	
RESEARCH/EVALUATION			
<i>Key Contacts:</i> Michelle Anton, Brand Shari Teitelbaum, Research		<ul style="list-style-type: none">• Meet to discuss and clarify research objectives• Develop research evaluation proposal	